

# CONTRACT



**WOWT**  
**3501 Farnam St.**  
**Omaha, NE 68131**  
**Sales T & C: www.gray.tv/advertising**  
**(402) 346-6666**

<u>Contract / Revision</u> 2506437 /		<u>Alt Order #</u>
<u>Advertiser</u> Herbster for Governor		<u>Original Date / Revision</u> 03/31/22 / 03/31/22
<u>Contract Dates</u> 04/03/22 - 04/09/22	<u>Estimate #</u> 403409	
<u>Product</u> 403409		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WOWT	<u>Account Executive</u> Mary Beth Keating	<u>Sales Office</u> Omaha National
<u>Special Handling</u>		
<u>Demographic</u> Households		
	<u>Order Type</u> NORMAL	
<u>Agcy Code</u> 9912891	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u> 114228	<u>Advertiser Ref</u> 596463	

And:

**Smart Media Group**  
**PO Box 26067**  
**Alexandria, VA 22313**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WOWT	04/04/22	04/09/22	Today Show	7a-9a		:30			NM	10	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/04/22	04/10/22	MTWTF--	10			\$100.00				
N 2	WOWT	04/04/22	04/09/22	Today w/ Hoda & Jenna	Today w/ Hoda & J		:30			NM	8	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/04/22	04/10/22	MTWTF--	8			\$60.00				
N 3	WOWT	04/04/22	04/09/22	Midday News	11a-12p		:30			NM	10	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/04/22	04/10/22	MTWTF--	10			\$100.00				
N 4	WOWT	04/04/22	04/09/22	Days of Our Lives	12p-1p		:30			NM	3	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/04/22	04/10/22	-TWT---	3			\$75.00				
N 5	WOWT	04/04/22	04/09/22	M-F 2-230p	2-230p		:30			NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/04/22	04/10/22	MTWTF--	5			\$50.00				
N 6	WOWT	04/04/22	04/09/22	Morning News Show	5a-6a		:30			NM	10	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/04/22	04/10/22	MTWTF--	10			\$80.00				
N 7	WOWT	04/04/22	04/09/22	Morning News Show	6a-7a		:30			NM	10	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/04/22	04/10/22	MTWTF--	10			\$250.00				
N 8	WOWT	04/04/22	04/09/22	Today Show	7a-9a		:30			NM	15	\$4,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/04/22	04/10/22	MTWTF--	15			\$275.00				
N 9	WOWT	04/09/22	04/09/22	Weekend News Sa	7-8a		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/04/22	04/10/22	-----S-	2			\$100.00				
N 10	WOWT	04/09/22	04/09/22	Sa Today	8a-10a		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/04/22	04/10/22	-----S-	2			\$150.00				
N 11	WOWT	04/03/22	04/03/22	Weekend News Su	658a-8a		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		03/28/22	04/03/22	-----S	2			\$100.00				
N 12	WOWT	04/03/22	04/03/22	Su Today	8a-9a		:30			NM	1	\$150.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract Dates</u> 04/03/22 - 04/09/22	<u>Product</u> 403409	<u>Estimate #</u> 403409

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/28/22	04/03/22	-----S				1	\$150.00			
N 13	WOWT	04/03/22	04/03/22	Meet The Press	857a-10a		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/28/22	04/03/22	-----S				1	\$125.00			
N 14	WOWT	04/04/22	04/09/22	M-F News @ 4p	358p-5p		:30			NM	15	\$2,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/04/22	04/10/22	MTWTF--				15	\$175.00			
N 15	WOWT	04/04/22	04/09/22	News @ 5p M-F	457p-530p		:30			NM	10	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/04/22	04/10/22	MTWTF--				10	\$300.00			
N 16	WOWT	04/06/22	04/06/22	NBC Nightly News	530p-6p		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/04/22	04/10/22	--W----				1	\$400.00			
N 17	WOWT	04/04/22	04/08/22	News @ 630p M-F	630p-7p		:30			NM	10	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/04/22	04/10/22	MTWTF--				10	\$300.00			
N 18	WOWT	04/09/22	04/09/22	News @ 5p Sa	459p-530p		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/04/22	04/10/22	-----S-				2	\$300.00			
N 19	WOWT	04/09/22	04/09/22	News @ 630p Sa	630p-7p		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/04/22	04/10/22	-----S-				2	\$200.00			
N 20	WOWT	04/03/22	04/03/22	News @ 5p Su	459p-530p		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/28/22	04/03/22	-----S				2	\$250.00			
N 21	WOWT	04/04/22	04/09/22	Late Night w/ Seth Meyers	1136p-1237a		:30			NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/04/22	04/10/22	MTWTF--				5	\$50.00			
N 22	WOWT	04/09/22	04/09/22	Saturday Night Live	1030p-12a		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/04/22	04/10/22	-----S-				1	\$200.00			
N 23	WOWT	04/04/22	04/09/22	News @ 10p M-F	10p-1035p		:30			NM	10	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/04/22	04/10/22	MTWTF--				10	\$375.00			
N 24	WOWT	04/09/22	04/09/22	News @ 10p Sa	10p-1035p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/04/22	04/10/22	-----S-				1	\$350.00			
N 25	WOWT	04/04/22	04/09/22	Weekday Jeopardy	6p-630p		:30			NM	10	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/04/22	04/10/22	MTWTF--				10	\$325.00			
N 26	WOWT	04/09/22	04/09/22	Sa Jeopardy	6p-630p		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/04/22	04/10/22	-----S-				1	\$200.00			
N 27	WOWT	04/04/22	04/09/22	Monday Prime Hr 3	9p-10p		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/04/22	04/10/22	M-----				2	\$500.00			
N 28	WOWT	04/04/22	04/09/22	Tuesday Prime Hr 2	8p-9p		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/04/22	04/10/22	-T-----				1	\$1,100.00			
N 29	WOWT	04/04/22	04/09/22	Tuesday Prime Hr 3	9p-10p		:30			NM	1	\$550.00

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Week:		04/04/22	04/10/22	-T-----				1	\$550.00			
N 30	WOWT	04/04/22	04/09/22	Wednesday Prime Hr 1	657p-8p		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/04/22	04/10/22	--W----				1	\$750.00			
N 31	WOWT	04/04/22	04/09/22	Wednesday Prime Hr 2	8p-9p		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/04/22	04/10/22	--W----				1	\$750.00			
N 32	WOWT	04/04/22	04/09/22	Wednesday Prime Hr 3	9p-10p		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/04/22	04/10/22	--W----				1	\$750.00			
N 33	WOWT	04/04/22	04/09/22	Thursday Prime Hr 1	657p-8p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/04/22	04/10/22	---T---				1	\$350.00			
N 34	WOWT	04/04/22	04/09/22	Thursday Prime Hr 2	8p-9p		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/04/22	04/10/22	---T---				1	\$400.00			
N 35	WOWT	04/04/22	04/09/22	Friday Prime 2 Hour	657p-9p/8p-10p		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/04/22	04/10/22	----F--				1	\$400.00			
<b>Totals</b>											159	\$35,930.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
03/28/22 - 04/09/22	159	\$35,930.00	(\$5,389.50)	\$30,540.50
<b>Totals</b>	159	\$35,930.00	(\$5,389.50)	\$30,540.50

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

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